

Message Text

UNCLASSIFIED

PAGE 01 LONDON 19701 01 OF 02 030323Z
ACTION EUR-12

INFO OCT-01 ISO-00 EB-08 /021 W
-----041276 030346Z /61
R 021634Z DEC 77
FM AMEMBASSY LONDON
TO USDOC WASHDC
INFO SECSTATE WASHDC 0907

UNCLAS SECTION 01 OF 02 LONDON 19701

E.O. 11652: N/A
TAGS: BBSR, UK
SUBJECT: GLOBAL MARKET RESEARCH: PRODUCTION EQUIPMENT &
MATERIALS FOR ELECTRONIC COMPONENTS; ELECTRONIC
COMPONENTS, UNITED KINGDOM

REF: LONDON 19059; USDOC 20563

1. PERSON WHO WORKED ON COMPONENTS STUDY PART II IS ON
SICK LEAVE, THEREFORE ANSWERS TO RELATED QUERIES WILL BE
SUPPLIED AS SOON AS HE RETURNS TO WORK.

2. PRS HAVE SUPPLIED ANSWERS TO QUERIES ON PARTS I AND
III, AS FOLLOWS:

RE USDOC'S COMMENTS ON FIGURES PROVIDED IN PART III, PRS
WOULD LIKE TO POINT OUT THAT IN ALL CASES DATA IS BASED
ON THE MOST RECENT GOVERNMENT BUSINESS MONITOR FIGURES
AND OTHER PUBLISHED DATA. THE MOST RECENT INFORMATION
HAS BEEN USED WHICH IN ALL CASES IS FOR THE FOURTH
QUARTER 1976 AND IN MANY FIRST OR SECOND IN 1977.

PRS BELIEVE IT IS UNREALISTIC TO COMPARE ITS INFO. WITH
THAT PROVIDED BY OTHER COUNTRACTORS AS THE RESEARCH BASE
WILL VARY, FOR WHICH IT CANNOT BE RESPONSIBLE. IT ALSO
BELIEVES IT IS UNREALISTIC TO COMPARE FORECASTS MADE IN
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1974 IN THE ELECTRONICS MAGAZINE WITH ACTUAL DATA PRO-
VIDED BY THE GOVERNMENT IN THE U.K.

BEARING THESE COMMENTS IN MIND PRS HAVE ENDEAVORED TO
ANSWER QUERIES SUBMITTED AS BEST AS POSSIBLE.

1) PART III COMPUTERS & RELATED EQUIPMENT

TOTAL DOMESTIC PRODUCTION 1719
IMPORTS 1140
EXPORTS 882

APPARENT CONSUMPTION 1977

FOR ALL DATA IN THE TABLES USDOC MUST APPLY SAME FORMULA
AS IT WAS NOT REQUIRED BY SPECIFICATIONS TO WORK OUT
APPARENT CONSUMPTION.

2) COMMUNICATIONS EQUIPMENT

PRS HAVE PROVIDED LATEST DATA AVAILABLE IN BUSINESS
MONITOR SERIES AND CANNOT BE RESPONSIBLE FOR COMPARI-
SONS WITH OTHER CONTRACTORS WORK.

3) INSTRUMENTATION

PRS STATE IN PART III THAT THE APPARENT CONSUMPTION FOR
INSTRUMENTATION IN TOTAL IN 1975 WAS 894 MILLION DOLLARS
AND NOT 1,682 AS SHOWN IN TELEXED QUERIES.

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4) END USE PRODUCTS THAT USE ELECTRONIC COMPONENTS

PRS BELIEVE IT TO BE TOTALLY UNREALISTIC TO BASE A COM-
PARISON OF TABLE III ON 1972 BUSINESS MONITOR FIGURES
WHEN DATA IS AVAILABLE FOR AS RECENTLY AS 2ND QUARTER

1977. AGAIN IT ALSO DOUBT THE VALIDITY OF FORECASTS
MADE FOR 1975 BY THE PUBLICATIONS MENTIONED WHICH WERE
PROBABLY COMPILED IN 1974. AND QUERY THE EXCHANGE RATES
APPLIED IN FORECASTING SO LONG AGO.

PRS HAVE NO WAY OF KNOWING THE EXCHANGE RATES USED BY
SUCH PUBLICATIONS IN FORECASTING GROWTH OF U.K. MARKET
IN DOLLARS. NEITHER DOES IT KNOW WHETHER THEIR FORE-
CASTS WERE IN REAL TERMS OR INDEED THEIR RESEARCH BASE.

PRS AGREE WITH COMMENTS IN USDOC 20563 THAT THERE IS
SOME CONFUSION AS TO RESEARCH PARAMETERS FOR EIPT EQUIP-
MENT BUT STRESS THAT WHEREVER POSSIBLE AND IN THE
MARKET SIZE TABLES, THE DATA RELATES TO EQUIPMENT USED
IN THE COMPONENTS INDUSTRY.

TABLE 3.1 PAGES 11-12 PROVIDES AN OVERVIEW OF THE END
USERS SECTOR ONLY TO PROVIDE A REALISTIC COMPARISON WITH
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THE REST OF THE REPORT. THE 25 PERCENT OTHER SHOULD BE
DISREGARDED AS IT APPLIES TO THAT USED IN THE CAPITAL
GOODS SECTOR.
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Message Attributes

Automatic Decaptioning: X
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Subject: GLOBAL MARKET RESEARCH: PRODUCTION EQUIPMENT & MATERIALS FOR ELECTRONIC COMPONENTS; ELECTRONIC COMPONENTS, UNITED KINGDOM
TAGS: BBSR, UK
To: COM
Type: TE
vdkgvkey: odbc://SAS/SAS.dbo.SAS_Docs/4af020fb-c188-dd11-92da-001cc4696bcc
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